



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
WEDNESDAY, January 24, 2018
6:00 PM**

ROOM 128 – CITY HALL – 7525 W. GREENFIELD AVE.

- 7. Site, Landscaping and Architectural Plans for Magellan Promotions LLC, a proposed promotional product marketing distributorship located at 8802 W. Becher St., submitted by Joe Galbraith, d/b/a Galbraith Carnahan Architects LLC. (Tax Key No. 478-0072-001)**

Overview and Zoning

The applicant, Magellan Promotions, plans to move its promotional product distributorship business to West Allis in the spring of 2018. Magellan Productions has been in business since 2005 is currently located in Wauwatosa.

The property is zoned C-2/Neighborhood Commercial and the proposed office use is a permitted use in the code.

The property was previously used as a Physical Therapy Clinic which moved to another West Allis location in the Spring of 2016. This site then came thru for Plan Commission and Common Council approval in June of 2016 for Bright Minds Childcare which never moved into the building.

Magellan Promotions has recently purchased the property and plans to remodel the interior and exterior of the building and the site. The plan on the interior is to tear out the existing temporary walls and to create an open concept office space to work and collaborate in. Magellan will also add a conference room as well as a breakroom for the staff.

The estimated project cost is \$200,000 which includes the interior and exterior improvements.

Parking

The site is 0.29 acres (13,000 sf) and the building is approximately 4,000 sf in area. Parking calculations are based upon the area of the building at a ratio of one parking stall for every 300 sf. Parking required per 12.19 of the RMC is 13 spaces. The site will provide a total of 23 spaces (including 1 ADA stall).





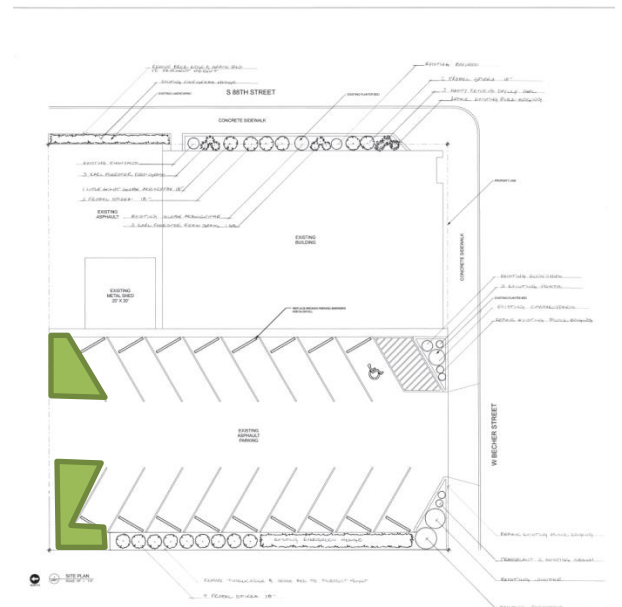
Site and Landscaping

The property is under an approved site and landscaping approval from 2002 and is in fair shape, but staff is recommending that the existing landscaping beds be updated including the following: The applicant has proposed the following improvements to the site:

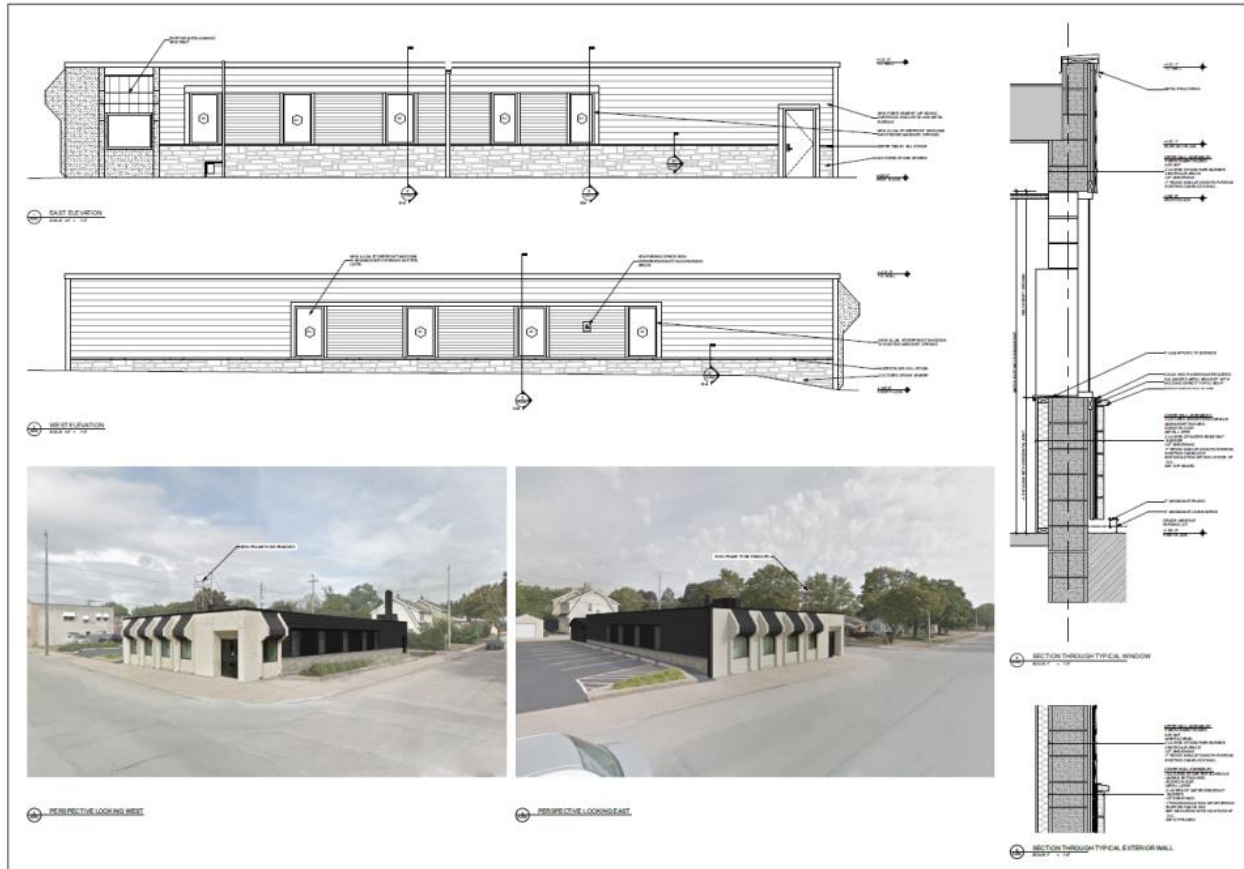
1. Replacement of dilapidated parking lot wheel stops.
2. Removal of wood timbers and grading the landscape beds to the pavement height to frame the existing landscaping area on the west side of the site (similar to what has been done on the front/south end of the parking lot fronting W. Becher St. and on the east side of the site facing S. 88 St.).
3. Freshen up the existing landscape areas (replacing dead landscaping, weeding, new mulch, straighten/true any misaligned landscaping blocks around existing planting areas).

Staff recommends additional landscaped island at the rear of the property along the alley, to cap the park spaces as outlined on the site and landscape plan.

Architectural Plan



On the east side of the building the applicant will be adding five windows and removing the glass block windows as well as adding fiber cement lap siding over a cultured stone veneer base. On the west side of the building the applicant is proposing to install four windows, as well as adding fiber cement lap siding over a cultured stone veneer base. On the south side of the



building the applicant proposes to paint the existing metal awnings a dark color to match the proposed siding on the on the east and west sides of the building. Additionally, the applicant will remove the old sign frame located on top of the building.

Unless the applicant can show a plan with code compliant improvements, staff recommends that the applicant remove the existing Quonset hut in the rear yard, as it is in poor condition.

Signage and Lighting

A signage permit and plan review will be required for any new signage proposed. The property features approximately 115-ft of frontage along W. Becher St. based on the lot frontage at total of 69 sf of signage is allowed for the property. Signage may be approved administratively through the signage permit process.

No new lighting has been proposed. If any lighting is proposed, plans confirming that light will not splay beyond the property line will need to be submitted.

Recommendation: Recommend approval of the Site, Landscaping and Architectural Plans for Magellan Promotions LLC, a proposed promotional product marketing distributorship located at 8802 W. Becher St., submitted by Joe Galbraith, d/b/a Galbraith Carnahan Architects LLC. (Tax Key No. 478-0072-001)

(Items 1 through 3 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. A revised site, landscaping and architectural plan being submitted to the Department of Development to show the following: (a) site/landscape plan updates to show landscaping extended back to the alley and between the 2 (two) parked areas and the alley; (b) removal of the Quonset hut and a site plan for what will be in that location; (c) approval of the landscaping by the City Forester; and, (d) a bike rack. Contact Shaun Mueller, Senior Planner at (414) 302-8470 with any questions.
2. An estimated cost of landscaping and screening being submitted to the Department of Development for approval. Contact Shaun Mueller, Senior Planner at (414) 302-8470 with any questions.
3. A surety bond or other form of security as required under Sec. 12.13(14) of the Revised Municipal Code in the amount of 125% of the estimated cost of landscaping and screening shall be executed by the applicant prior to the issuing of a building permit. Contact Shaun Mueller, Senior Planner at (414) 302-8470 with any questions.

Remaining conditions of approval to be satisfied within one year of Plan Commission approval;)

4. A revised signage plan being submitted to and approved by the Department of Development.
5. Compliance with Section 2814 of the City's Policy and Procedures Manual relative to that policy as it relates to the replacement and repair to City walkways of damaged or defective (if any) abutting sidewalk.